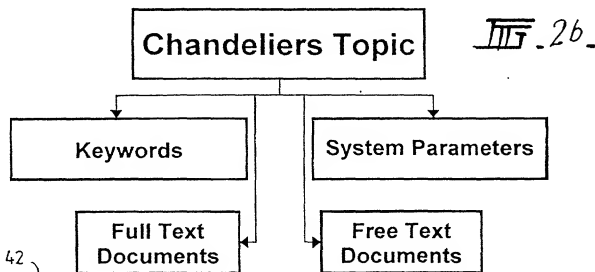


# An Example Of A Personalised Profile Of A User



## Useful Texts Abstracted & Combined

BHS Industries manufactures **pewter** items.

From just an idea to **artwork**, we see a project through modelmaking, mouldmaking, production, and any finishing of the jobs as required. From final assembly, to boxing, and shipping, BHS is your **pewter** experts.

**Artwork** and create the model, or physical piece, to be reproduced in **pewter** in a cost-effective way. The use of rubber moulds enable us to produce items with relatively low tooling costs, making low volume orders affordable to our customers. From figurines to special edition **pewter** plates, from picture frames and clocks to custom desk set pieces.

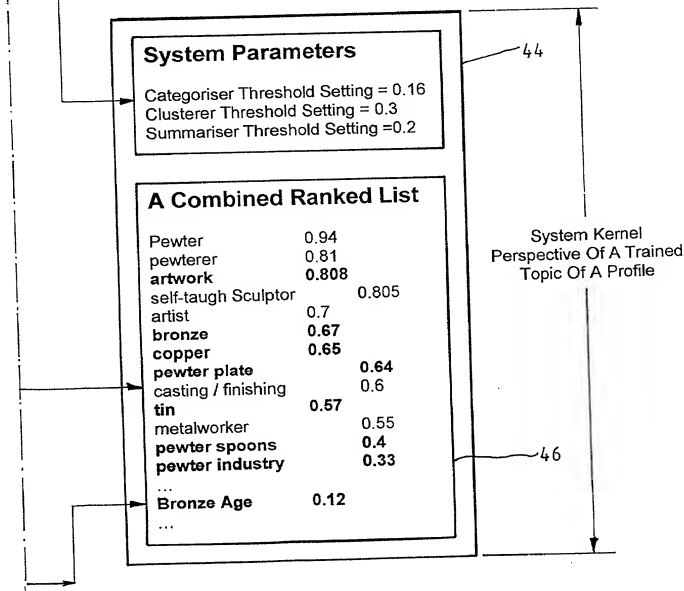
**Pewter** was probably first made in the **Bronze Age** ( between 2000 and 500BC) **Pewter** and **bronze** are related alloys; **pewter** is mostly tin, with a small amount of **copper**(and other ingredients),while **bronze** is an alloy made up primarily of **copper**,with a small amount of tin. It seems likely that **pewter** was invented when the qualities of metal in the alloy were reversed –though whether this was by accident or design is impossible to tell !

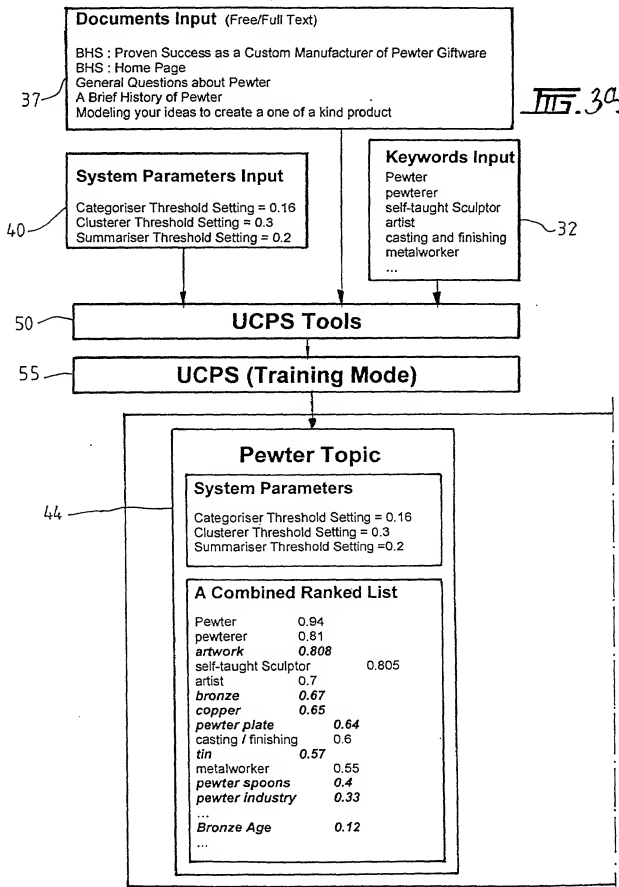
Examples of Roman **pewter** – mostly spoons and other small utensils--- still exist in museums. Most items made of **pewter** in this era were utilitarian. Being a soft metal, **pewter** spoons etc. would eventually wear out and would then likely be melted down to make something new. So, very old examples of **pewter** are not nearly as common as are pieces made of harder metals like **bronze**.

By the middle ages the use of **pewter** was widespread. It was mainly used for functional items like plates and cutlery—but **pewterers** also made small decorations and toys, referred to as "trifle".

The growth of the **pewter** industry in Europe at this time led to the establishment of guilds, which regulated the quality of work produced by **pewterers**. " The Worshipful Company of **Pewterers**" was established in England in 1348 for this purpose.

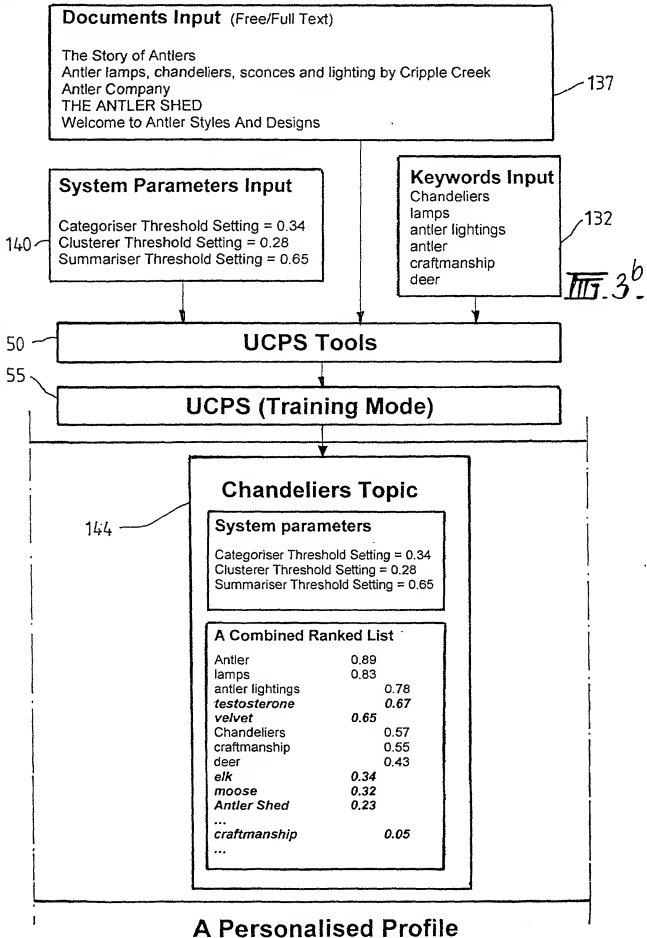
Towards the end of the 18<sup>th</sup>. century....

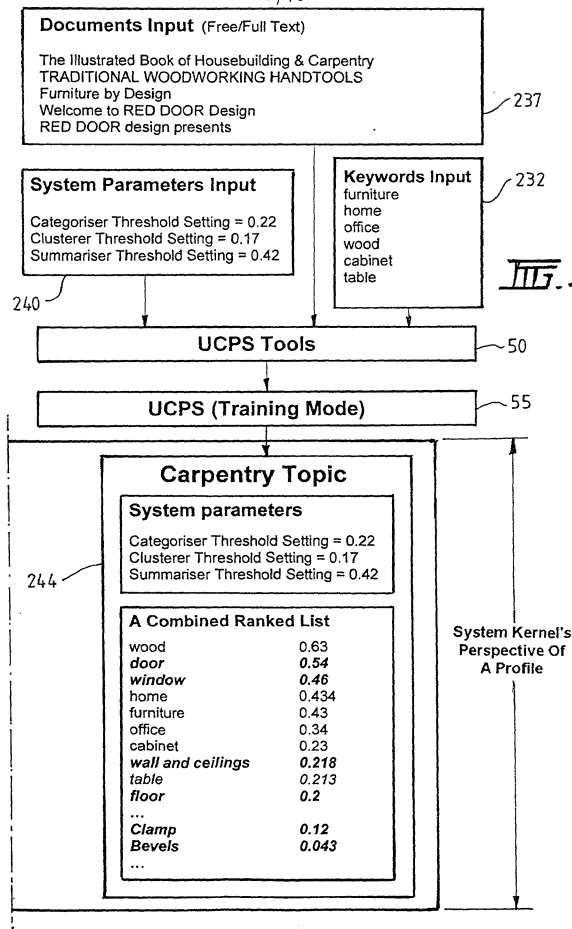




6/46

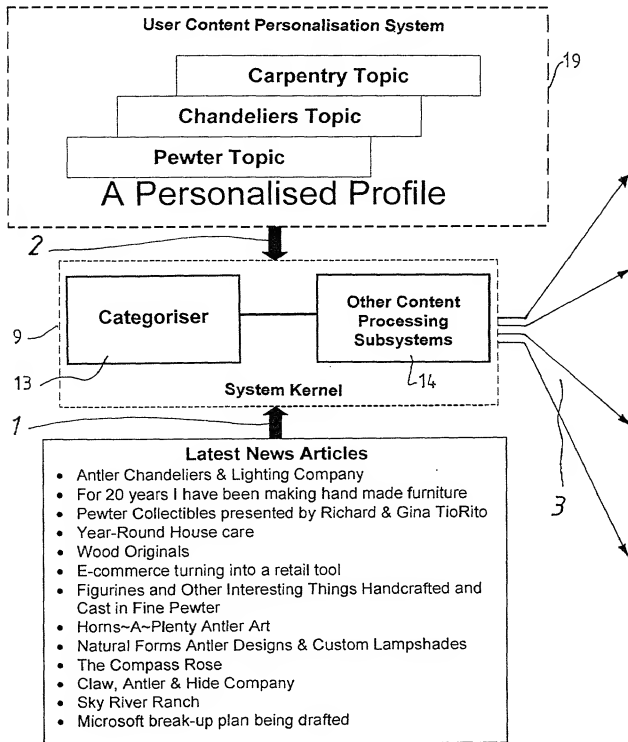
# An Example Of A Personalised Profile : Categoriser Training





8/46

# An Example of A Personalised Profile : Categoriser Document Sorting



III 4a



9/46

### **Pewter Tray**

- Pewter Collectibles presented by Richard & Gina TioRito
- The Compass Rose
- Figurines and Other Interesting Things Handcrafted and Cast in Fine Pewter

51

### **Chandeliers Tray**

- Antler Chandeliers & Lighting Company
- Sky River Ranch
- Natural Forms Antler Designs & Custom Lampshades
- Claw, Antler & Hide Company
- Horns~A~Plenty Antler Art

52

### **Carpentry Tray**

- Year-Round House Care
- For 20 years I have been making hand made furniture
- Wood Originals

53

### **Unwanted Tray**

- Microsoft break-up plan being drafted
- E-commerce turning into a retail tool

54

000310002-0020014

III 4b

# 10/46 New Pewter Topic Creation – An Example

## Documents Input (Free/Full Text)

BHS : Proven Success as a Custom Manufacturer of Pewter Giftware  
BHS : Home Page  
General Questions about Pewter  
A Brief History of Pewter  
Modeling your ideas to create a one of a kind product

37

Update  
Process

## System Parameters Input

Categoriser Threshold Setting = 0.16  
Clusterer Threshold Setting = 0.3  
Summariser Threshold Setting = 0.2

40

## Keywords Input

Pewter  
pewterer  
self-taught Sculptor  
artist  
casting and finishing  
metalworker

32

50

## UCPS Creation -Tool

## UCPS (Training Mode)

55

## Pewter Topic

### System parameters

Categoriser Threshold Setting = 0.16  
Clusterer Threshold Setting = 0.3  
Summariser Threshold Setting = 0.2

44

### A Combined Ranked List

Pewter	0.94	
pewterer	0.81	
artwork	0.808	
self-taught Sculptor		0.805
artist	0.7	
bronze	0.67	
copper	0.65	
pewter plate		0.64
casting / finishing		0.6
tin	0.57	
metalworker		0.55
pewter spoons		0.4
pewter industry		0.33
Bronze Age		0.12

### A Personalised Profile

System Kernel's  
Perspective Of  
A Profile

III. 5a

100200 20010001

## Existing Pewter Topic Update – An Example

**Documents Input** (Free/Full Text)

Michael J. Gilbert :Infrequently Asked Question  
Celtic Miracles  
....

37

32

**System Parameters Input**

Categoriser Threshold Setting = 0.32

40

50

**Keywords Input**

Plates  
Candlesticks  
....

**UCPS Update Tool****UCPS (Training Mode)**

55

**Pewter Topic****System parameters**

*Categoriser Threshold Setting* = 0.32  
*Clusterer Threshold Setting* = 0.3  
*Summariser Threshold Setting* = 0.2

New value is set  
for Categoriser  
Threshold

**A Combined Ranked List**

Pewter	0.92	
pewterer	0.84	
<i>artist</i>	<i>0.81</i>	
artwork	0.80	
<i>pewter plate</i>		<i>0.7</i>
bronze	0.67	
copper	0.66	
casting / finishing		0.58
tin	0.55	
metalworker	0.53	
<i>Plates</i>	<i>0.42</i>	
pewter spoons	0.41	
pewter industry	0.35	
...		
Bronze Age	0.21	
<i>Candlesticks</i>	<i>0.11</i>	

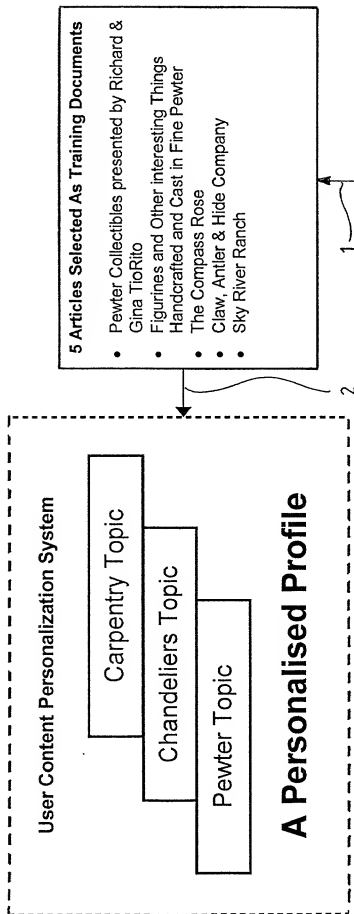
New list is  
created with  
different ranking  
& weights

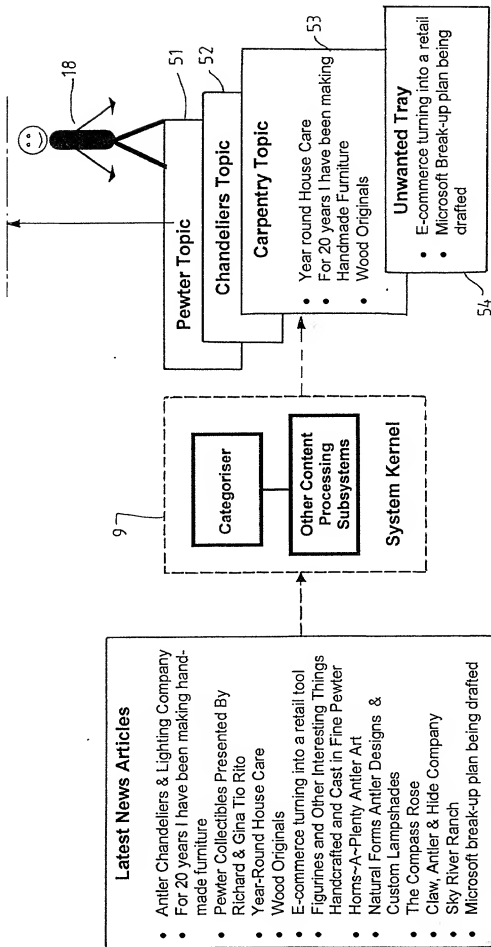
System  
Kernel's  
Perspective  
Of A Profile

**A Personalised Profile**

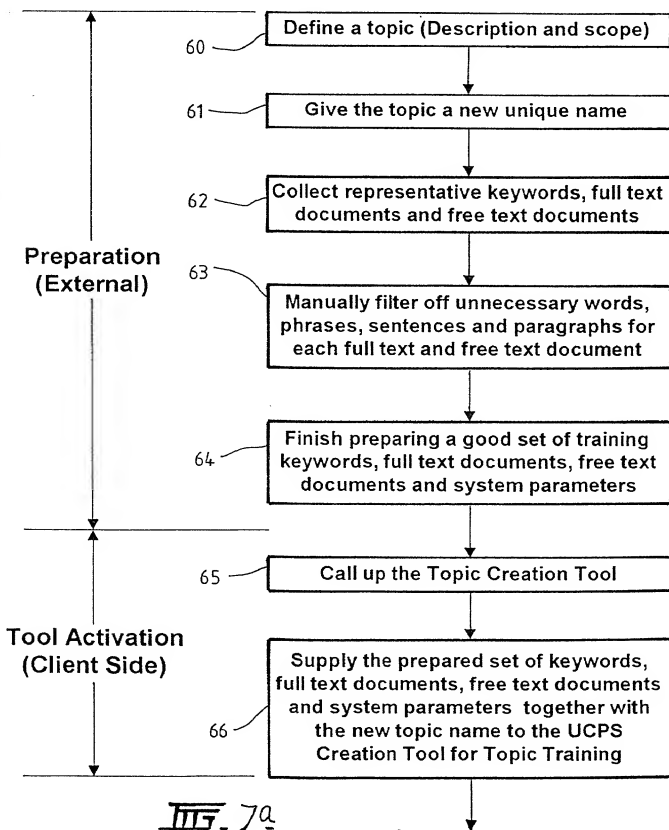
Fig. 5b

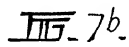
## An Example Of A User Reading Articles & Update His Personal Profile



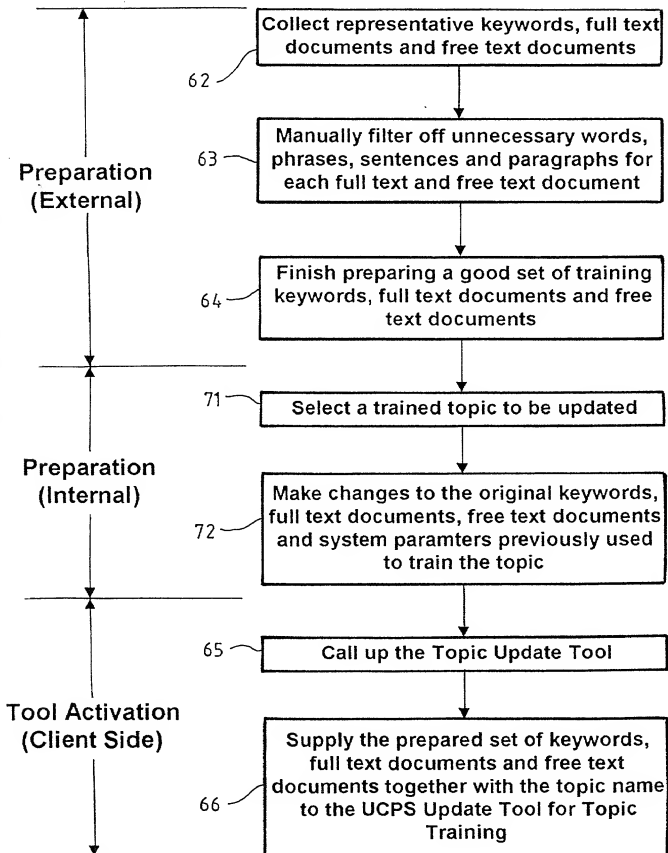


## Topic Creation FlowChart





16/46  
**Topic Update FlowChart**

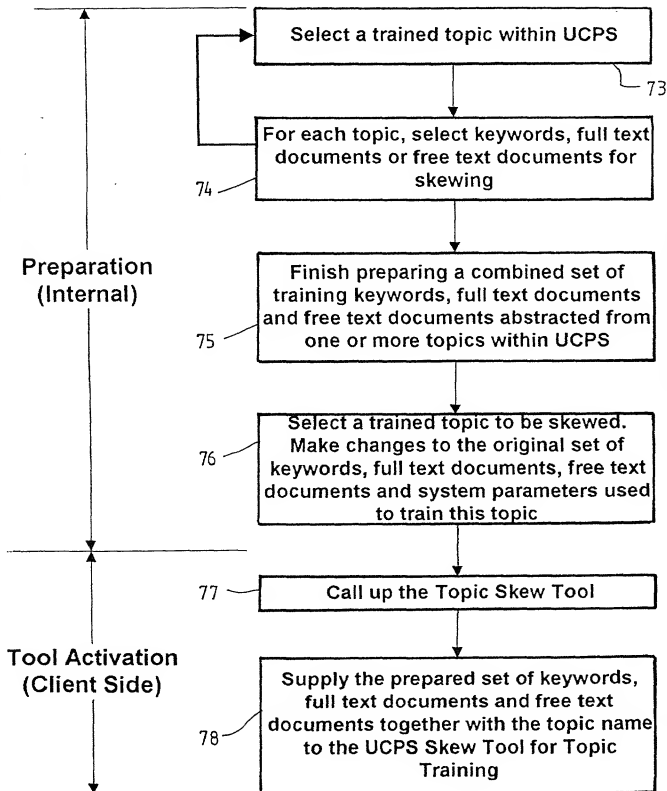


MF 8a





## Topic Skew FlowChart



115-9a

UCPS accept the topic name and the combined set of training keywords, full text documents, free text documents and system parameters. Both combined and original sets of keywords, full text documents and free text documents are merged. Full and free text documents are further combined

UCPS parse and analyse each documents and break them into keywords, phrases and sentences. Combined with the keywords to form a list of new training keywords, phrases and sentences

UCPS gives weights and ranking to each keyword, phrase and sentence. This forms a ranked list. UCPS also set the system parameters

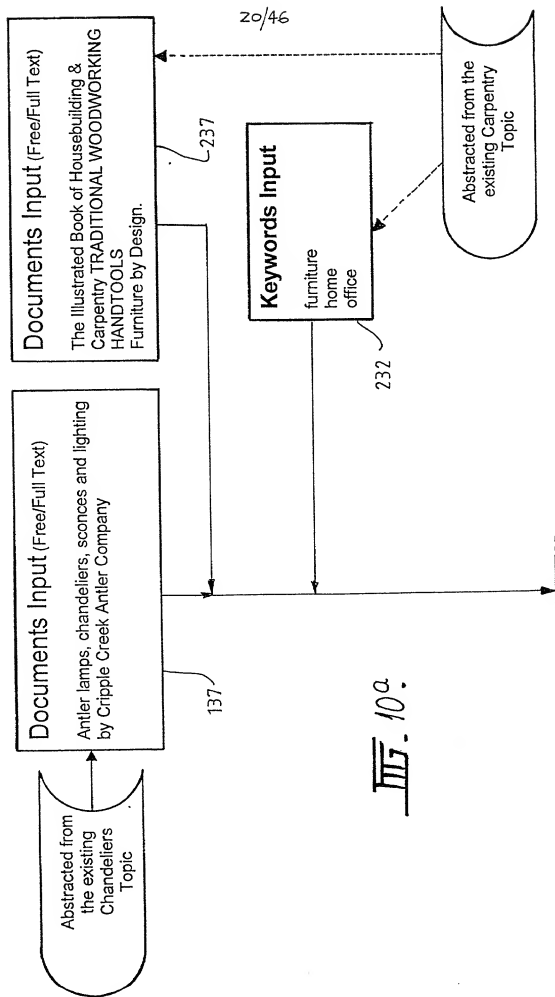
UCPS successfully skew a new ranked list of keywords, phrases and sentences with the set system parameters

Topic Training  
(Server Side)

Categoriser

Fig. 9b

## Existing Pewter Topic Skew – An Example

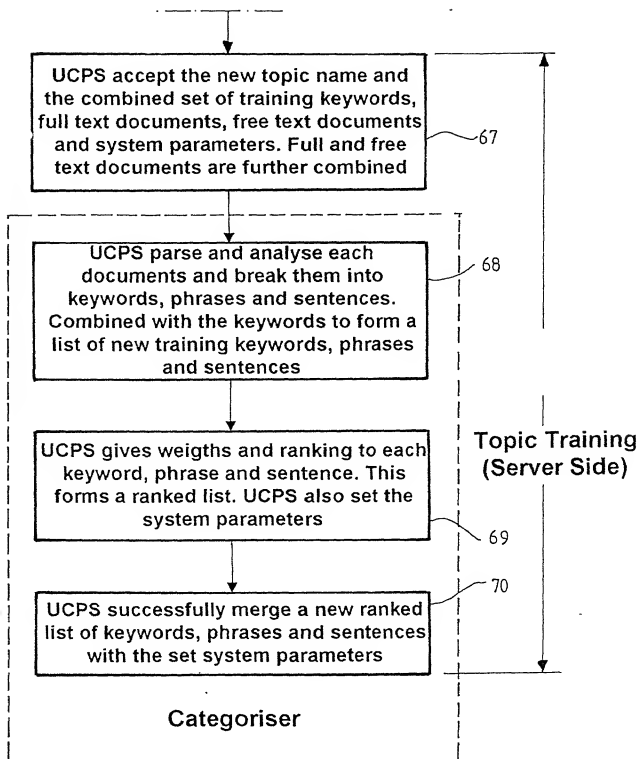


III - 10<sup>a</sup>



## Topic Merge FlowChart





Categoriser Threshold Setting = 0.43  
Clusterer Threshold Setting = 0.81  
Summariser Threshold Setting = 0.02

-340

III-12a

## 90

## 55

### System Parameters

Categoriser Threshold Setting = 0.43  
Clusterer Threshold Setting = 0.81  
Summariser Threshold Setting = 0.02

-344

home	0.94
lamps	0.81
kitchen	0.808
RED DOOR	0.805
table	0.7
furniture	0.67
antler	0.65
antler lightings	0.64
design	0.6
cabinet	0.57
Chandeliers	0.55
window	0.4
craftmanship	0.33
Antler lightings	0.12

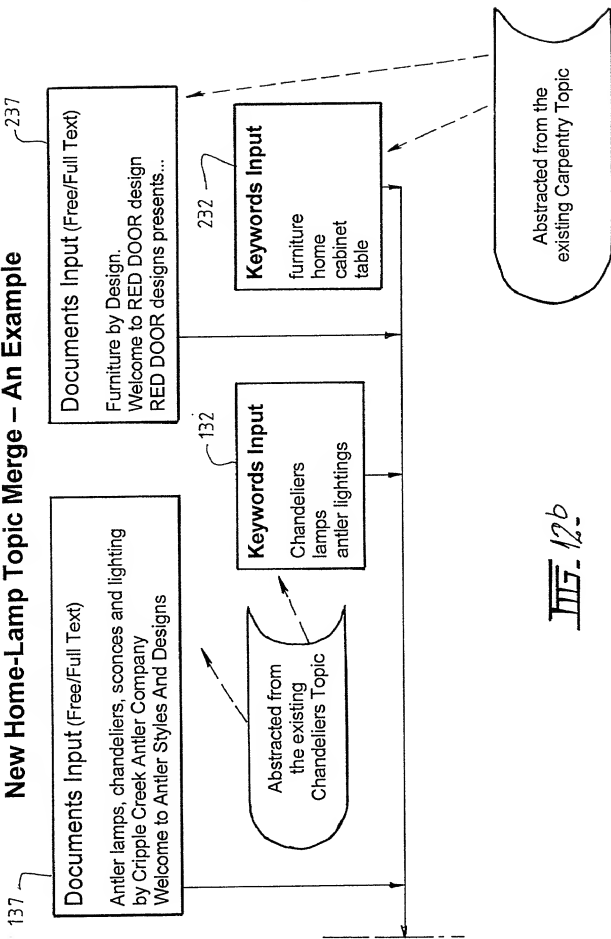
## A Personalised Profile

## System Kernel's Perspective Of A Profile

A new topic is created based on internal input from 2 different topics. Except for system parameters, no external input is allowed for merging. External input can be used for subsequently update using the Update Tool.

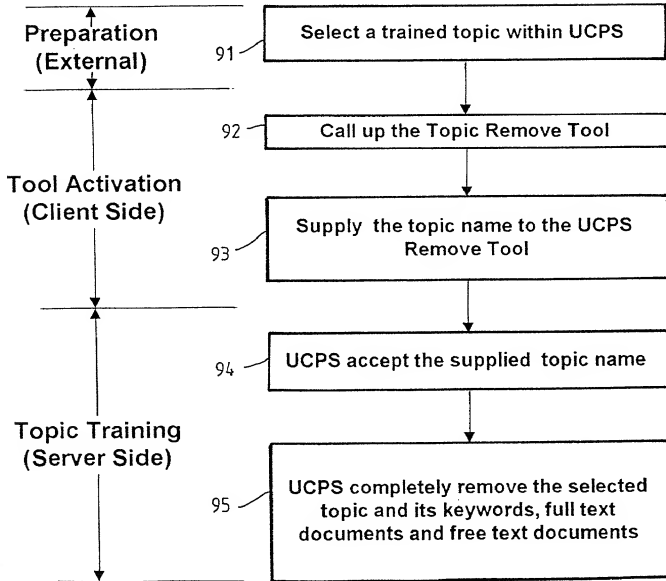


## New Home-Lamp Topic Merge - An Example

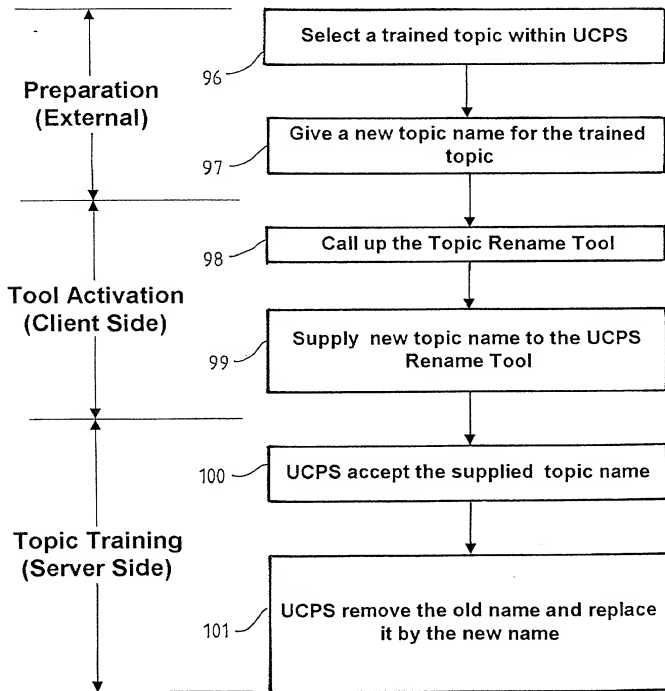


MF-12b

## Topic Remove FlowChart

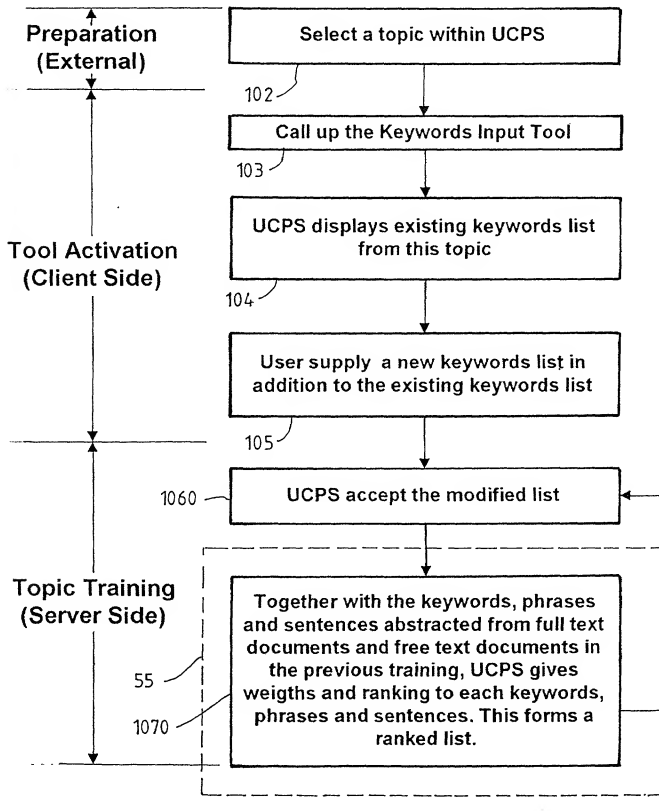


## Topic Rename FlowChart

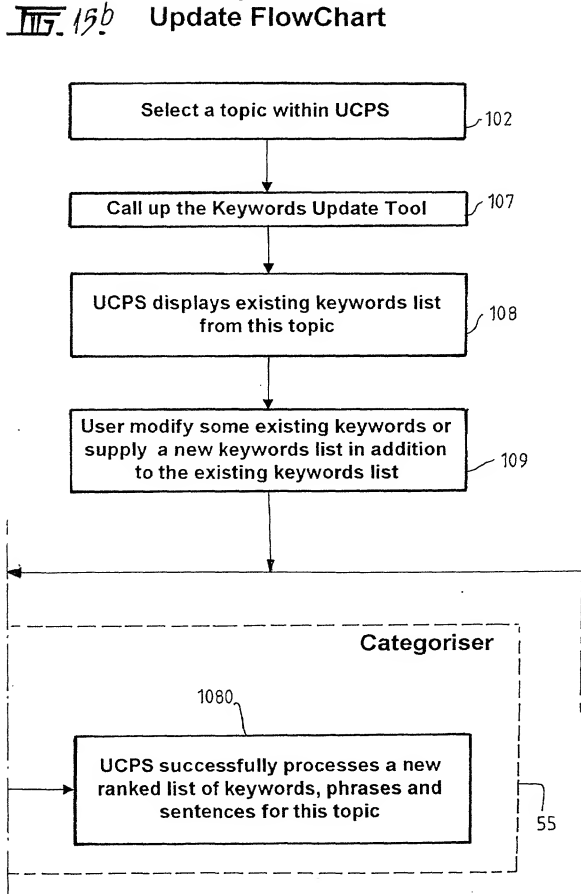


**Keywords**  
**Input FlowChart**

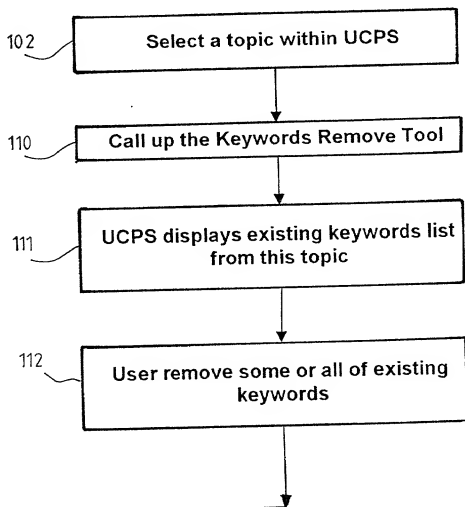
III. 15<sup>a</sup>



# Keywords Update FlowChart

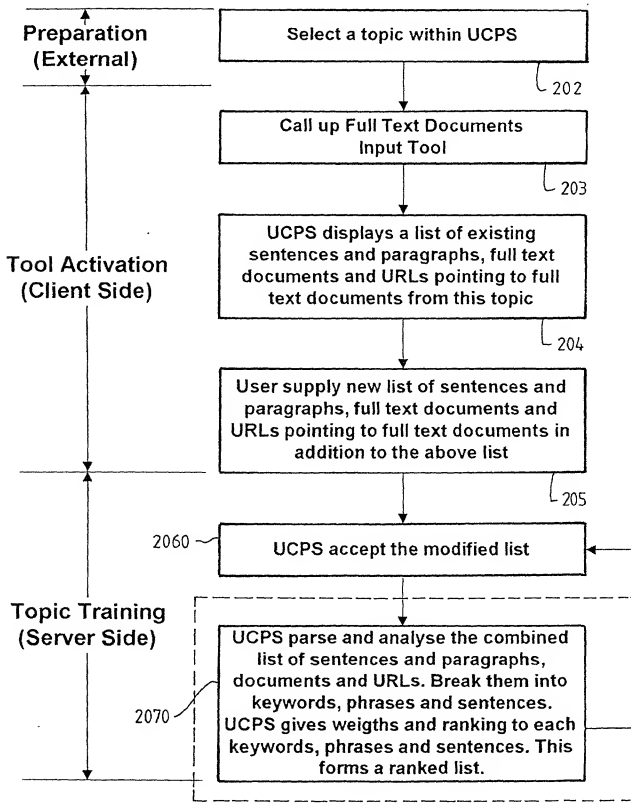


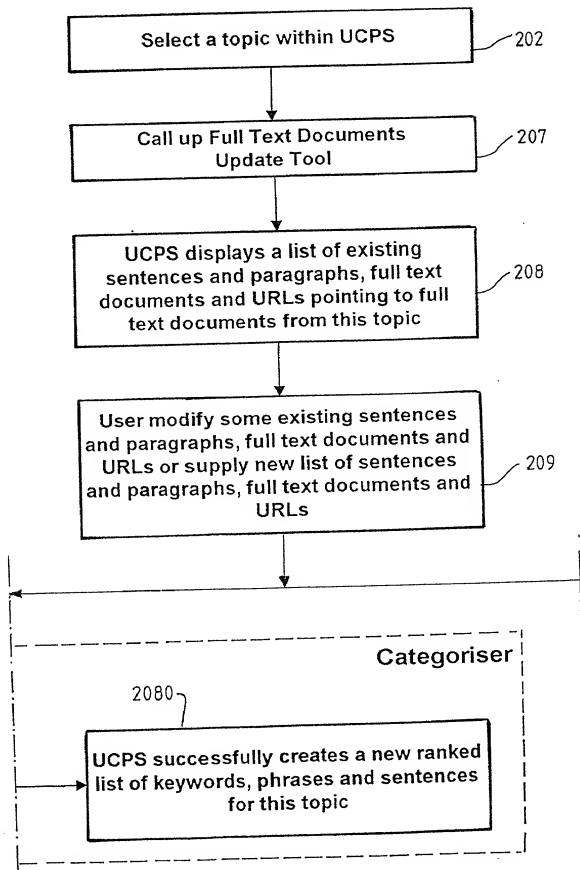
## Keywords Remove FlowChart

FIG. 15C



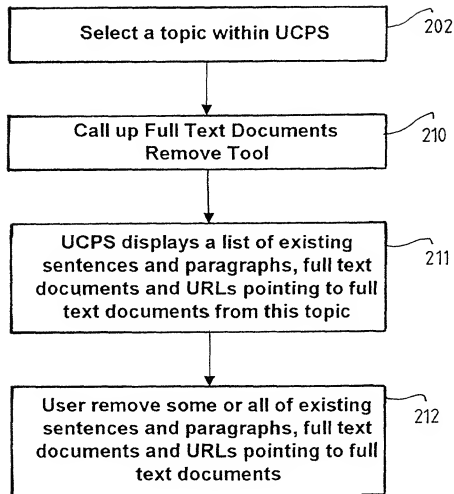
# Full Text Documents Input FlowChart





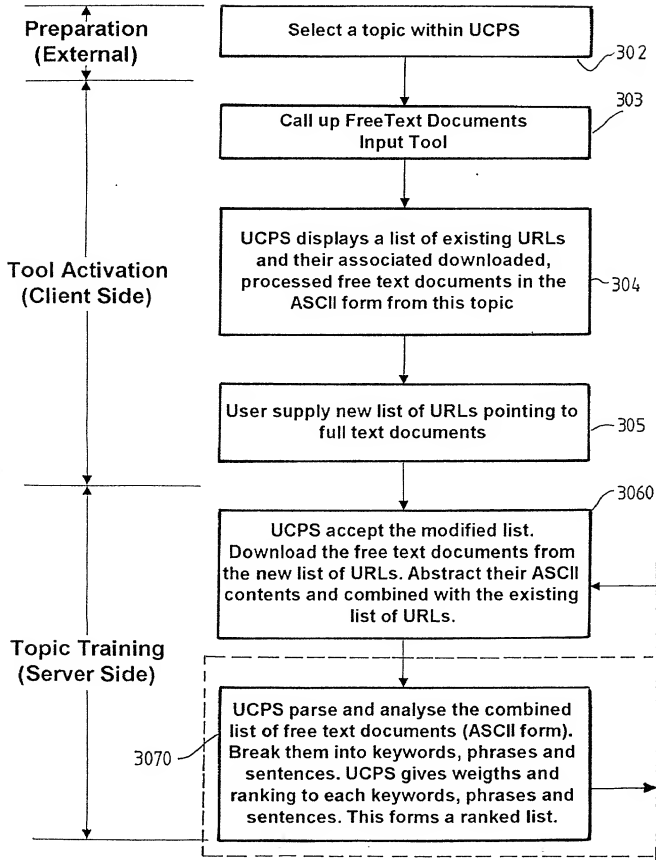


## Full Text Documents Remove FlowChart

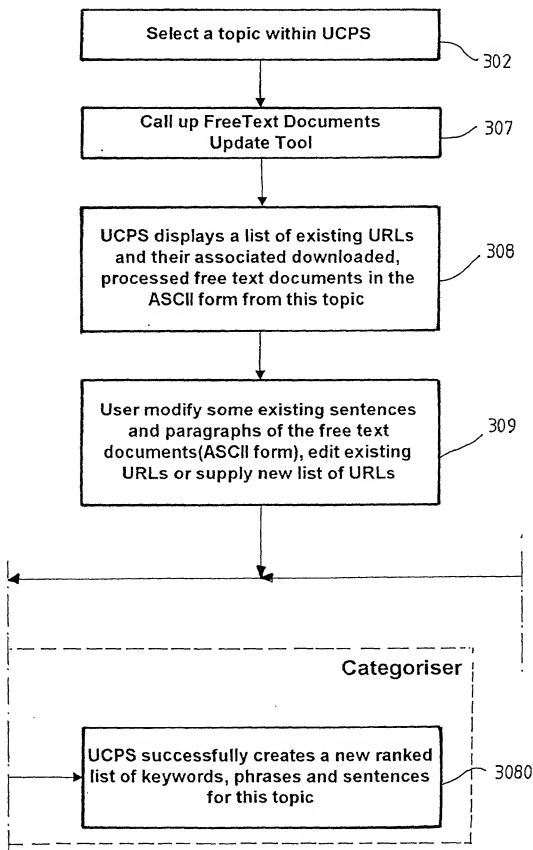
115 16c

# Free Text Documents Input FlowChart

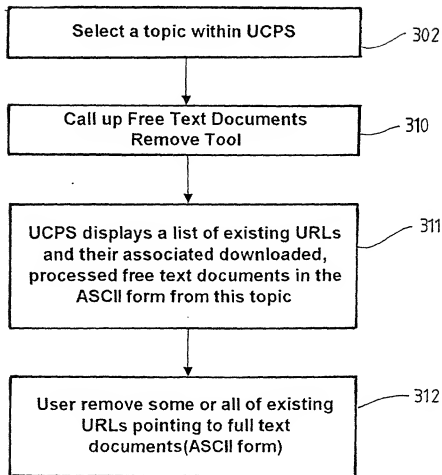
III 17<sup>a</sup>



# Free Text Documents Update FlowChart

FIG. 17<sup>b</sup>

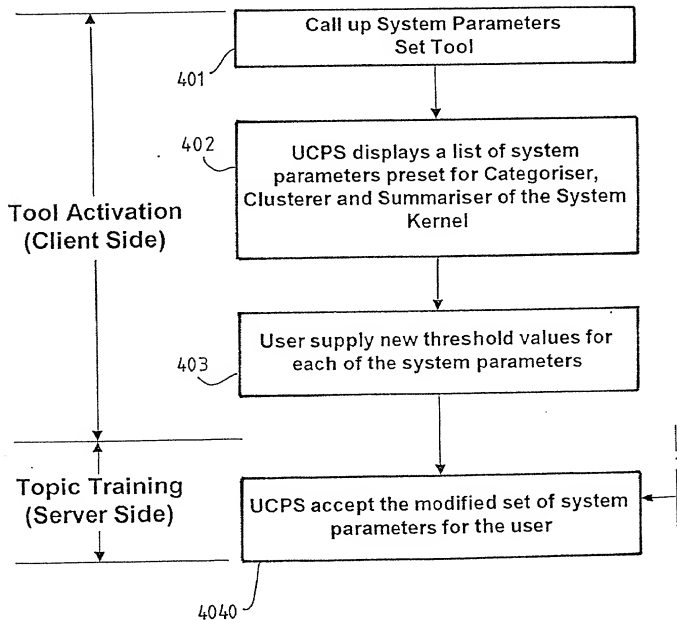
## Free Text Documents Remove FlowChart



III 17c

00021000-00000000

## System Parameters Set FlowChart

FIG. 18a

## System Parameters Reset FlowChart

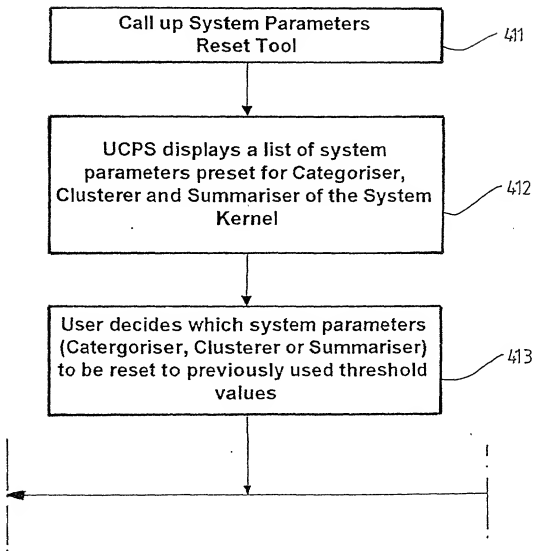
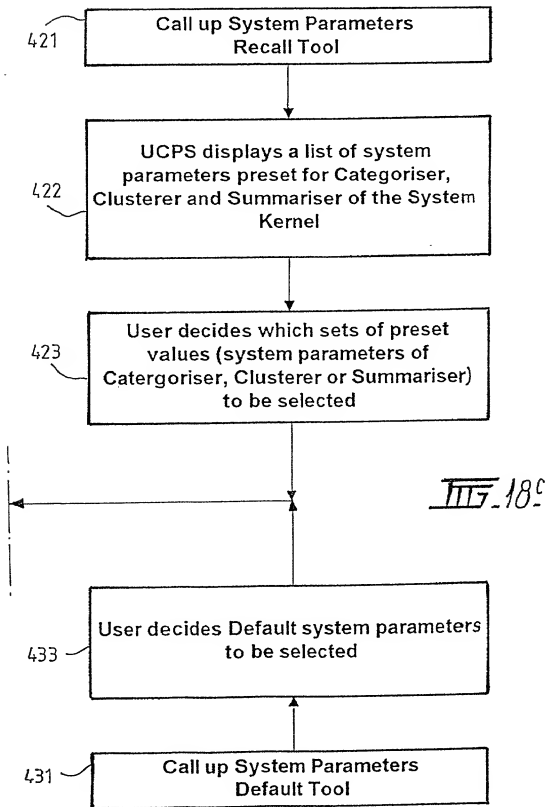


FIG. 18<sup>b</sup>

## System Parameters Recall FlowChart



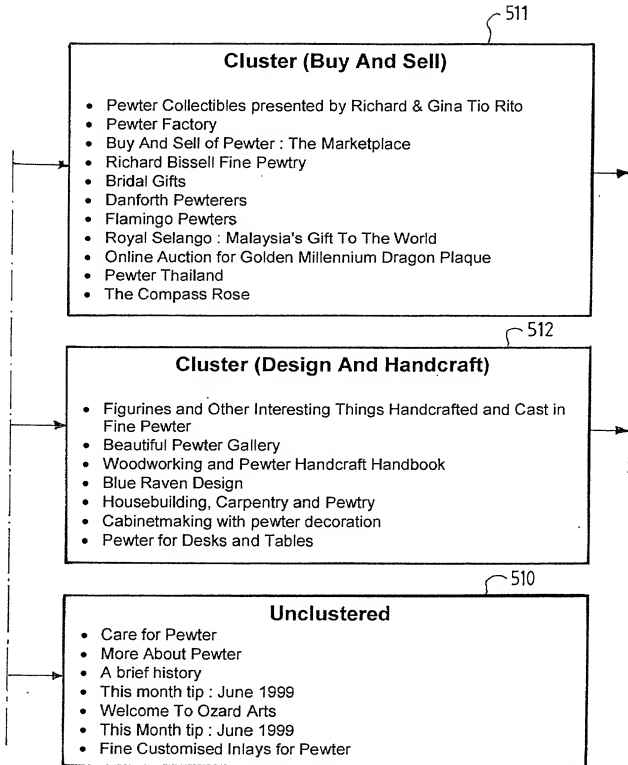
517

**Pewter Tray**

- Pewter Collectibles presented by **Richard & Gina TioRito**
- The Compass Rose
- Figurines and Other Interesting Things Handcrafted and Cast in Fine Pewter
- Care for Pewter.
- Woodworking and Pewter Handcraft Handbook
- Fine Customised Inlays for Pewter
- Blue Raven Design
- Beautiful Pewter Gallery
- Pewter Factory
- More About Pewter
- A brief history
- Housebuilding, Carpentry and Pewtry
- This month tip : June 1999
- Design for Pewter
- Buy And Sell of Pewter : The Marketplace
- Cabinetmaking with pewter decoration
- Pewter for Desks and Tables
- Richard Bissell Fine Pewtry
- Bridal Gifts
- Danforth Pewterers
- Welcome To Ozard Arts
- Flamingo Pewters
- Royal Selango : Malaysia's Gift To The World
- Pewter Thailand

**Pewter Tray**115 19<sup>a</sup>





**Pewter Clusters**  
(Clusterer Threshold Setting = 0.3)

**Summary** : Pewter is on high demand...

5111

- Buy And Sell of Pewter : The Marketplace
- Bridal Gifts
- Online Auction for Golden Millenium Dragon Plaque

51113

**Summary** : Different pewters available on market...

5112

- Pewter Collectables presented by Richard & Gina TioRito
- Pewter Factory
- The Compass Rose

**Summary** : Good pewters from Danforth...

5113

- Richard Bissell Fine Pewtry
- Danforth Pewterers
- Flamingo Pewters
- Royal Selango : Malasia's Gift To The World
- Pewter Thailand

**Summary** : Many types of pewters for ...

5121

- Figurines and Other Interesting Things Handcrafted and Cast in Fine Pewter
- Woodworking and Pewter Handcraft Handbook
- Housebuilding, Carpentry and Pewtry
- Cabinetmaking with pewter decoration

**Summary** : Pewter design captures attention in ...

5122

- Beautiful Pewter Gallery
- Blue Raven Design
- Pewter for Desks and Tables

### Pewter Multiple Document Summaries (Summariser Threshold Setting = 0.2)

*115* 19<sup>c</sup>

III 20<sup>a</sup>



## Online Auction for Golden Millennium Dragon Plaque (Summarised Text)

As the Millennium Golden Dragon Year arrives only once in every three thousand years, Royal Selangor has created a limited edition Golden Millennium Dragon Plaque, the highlight of a special collection of pewter items inspired by the majestic dragon. To mark the dawn of a new era, Royal Selangor has launched an online auction for three selected plaques with three numbers of "prosperity" : 88 and 888.

51113a

III. 20<sup>b</sup>

5113b 7

## Online Auction for Golden Millennium Dragon Plaque (Original Text)

According to the Chinese lunar calendar, the year 2000 will coincide with the Year of the Dragon. Influenced by the element of metal in oriental astrology, this year is also referred to as the "Year of the Golden Dragon." As the Millennium Golden Dragon Year arrives only once in every three thousand years, Royal Selangor has created a limited edition Golden Millennium Dragon Plaque, the highlight of a special collection of pewter items inspired by the majestic dragon. Limited to only 1,000 plaques worldwide, this exquisite creation, introduced just about three months ago, is almost sold out with demands still coming in from all over the world.

To mark the dawn of a new era, Royal Selangor has launched an online auction for three selected plaques with three numbers of "prosperity": 8, 88 and 888. In addition, Royal Selangor is also conducting a Charity Auction jointly with Nanyang-China Press for plaque number 138, where proceeds will be donated to a charity designated by the joint organisers. These auspicious numbers translate to a wish of a "prosperous life" to the owner of the plaques.

Royal Selangor's Millennium Golden Dragon Plaque is a befitting objet d'art to usher in the new era. The Flying Dragon, a popular symbol of prosperity in Chinese legendary folklore, is seen dancing amidst billowing clouds and playing with a Fire Pearl. The three-dimensional pewter rendition of the dragon brings out the vigour and dynamism of the mythical creature, while 24K-gold is used to enhance the body of the dragon and to create a glittering effect. The wooden frame with tastefully-designed pewter-gold corners accentuates the overall impression of luxury and exclusivity. The plaque comes with a serial number and a certificate of authenticity.

Bids for the three auspicious plaques 8, 88 and 888 will begin at RM 2888 while bids for plaque number 138 will begin at RM 3888. The auction begins at 12 pm, on 13 January 2000 and ends at 12 pm, 2 February 2000. No bid will be accepted before or after the duration. Bidders can log onto the website at [www.royalselangor.com/dragonauction](http://www.royalselangor.com/dragonauction) or [www.lelong.com.my](http://www.lelong.com.my) or call the Online Auction Centre at 03-4021 2121 from Mondays to Fridays, 9 am to 5 pm for information and telephone bids.

Royal Selangor Online Shop has been making many innovative steps in the Internet world, with online contests, free international shipping and a dynamic e-commerce site, which gives access to its exclusive products from virtually anywhere. This online auction will be a major milestone in Royal Selangor's foray into E-commerce.....

## Content Personalization : Knowledge Discovery

